you could win all the new gear. And get free Bonus Miles–good toward any new gear item–just by returning the survey below.

So, get ready to Gear Up and enjoy all that Marlboro has to offer.

**Win The Whole Store. 250 Grand Prizes.**

**Get Free Bonus Miles just by entering.**

# SWEEPSTAKES

## MARLBORO GEAR

Complete contest rules on the back of this letter.

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## PEEL OFF THE UPC STICKER AND SEE HOW MANY FREE BONUS MILES YOU'LL GET.

**TO RECEIVE YOUR BONUS MILES AND ENTER THE SWEEPSTAKES, fill out this form and mail it. Card must be received by 6/30/95.**

No purchase necessary. Limited to smokers 21 years of age or older. Please allow 8–12 weeks for delivery.

9999999999999999

Mr. Sample A. Sample
1234 Any Street
Anytown, US 99999-9999

By responding to this sweepstakes/survey and signing below, I certify that I am a smoker 21 years of age or older. I have read and understand the official rules. I am also willing to receive free cigarettes and branded incentive items in the mail, subject to applicable state and federal law. Survey not transferable.

SIGNATURE (required) _____

BIRTH DATE (required) _____ / _____ / _____
Month Day Year

TODAY'S DATE _____ / _____ / _____
Month Day Year

Phone (____) _____

1. What is your regular brand of cigarettes—that is, the brand you smoke most often?

_____
(brand)

2. Is your regular brand...? (Check one.)
☐ Regular/King Size ☐ 100's ☐ 120's

3. Is your regular brand...? (Check one.)
☐ Menthol ☐ Non-Menthol

4. Is your regular brand...? (Check one.)
☐ Lowest /1mg. Tar ☐ Ultra/Extra Low-Tar ☐ Light /Mild
☐ Medium ☐ Full Flavor

5. Do you usually buy it by the...? (Check one.)
☐ Pack ☐ Carton ☐ Both ways

6. What, if any, was your previous brand?

_____
(brand)

7. The next time you go to the store, if your regular brand were not available, what would you do? (Check one.)
☐ Go to another store to buy my regular brand.
☐ Buy another type or length of my regular brand.
☐ Wait until the store has my regular brand.
☐ Buy a different brand entirely.

8. Which other brands would you consider buying? (Check all that apply.)

| | | | |
|---|---|---|---|
| ☐ Alpine | ☐ Capri | ☐ More | ☐ Superslims |
| ☐ Basic | ☐ Carlton | ☐ Newport | ☐ True |
| ☐ Benson & Hedges | ☐ Doral | ☐ Now | ☐ Vantage |
| ☐ Best Buy | ☐ GPC | ☐ Parliament | ☐ Viceroy |
| ☐ Best Value | ☐ Kent | ☐ Pyramid | ☐ Virginia Slims |
| ☐ Bristol | ☐ Kool | ☐ Raleigh | ☐ Winston |
| ☐ Bucks | ☐ Marlboro | ☐ Extra | ☐ None |
| ☐ Cambridge | ☐ Merit | ☐ Salem | ☐ Other _____ |
| ☐ Camel | ☐ Misty | ☐ Store Brand/ Generic | |
| | ☐ Montclair | | |

9. Is there another smoker in your household 21 years of age or older, who is willing to receive free cigarettes and branded incentive items in the mail? Please print full name and birth date.

First Name _____ Last Name _____ Birth Date _____

10. Do you have a friend 21 years of age or older, who smokes and would like to receive free cigarettes and branded incentive items in the mail? Please print their full name and phone number with area code.

First Name _____ Last Name _____ Birth Date _____

Phone (____) _____

11. Please list all the brands of cigarettes you smoked at least one pack of in the past two weeks. How many packs did you smoke of each brand? Use as many lines as you need. Write in exact number of packs for each brand below. (Note: 1 carton=10 packs.)

| Brand Name | # of Packs |
|---|---|
| | |
| | |
| | |

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MOISTEN HERE TO SEAL

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